

- V-Chip is a technology installed in TV sets that is used to help parents block out television programming they do not want their children to watch.
- Parents can block out programming with a certain rating. Almost all television programs will be rated except news and sports.
- Program ratings are displayed on the television screen at the beginning of a show, and can be found in local TV program listings, including many newspapers and *TV Guide*.
- The TV industry rates its own programming. The TV Parental Guidelines Monitoring Board makes sure the ratings are applied appropriately.
- Most television shows can be blocked based on the age-based rating and on content categories, such as sex, violence, adult language or suggestive dialogue.
- New TV sets with the V-Chip built-in are now available in retail stores. By January 2000, all new TVs that are 13" or larger will include V-Chips.
- If parents do not want to buy a new TV, they can buy a V-Chip "set-top box" to use with an older set.
- Parents activate and de-activate the V-Chip by using a personal identification number. This prevents children who do not know the code from disarming or reprogramming the V-Chip.
- The V-Chip also allows parents to block programming recorded on a VCR.

FEDERAL COMMUNICATIONS COMMISSION
445 12TH STREET S.W.
WASHINGTON, D.C. 20554

Federal Communications Commission

THE V-CHIP

***A Modern Parenting Tool
for a Modern Age***



www.fcc.gov/vchip



“The V-Chip is tremendously important to all parents, and indeed to all Americans. Parents want and deserve the ability to supervise their children’s

viewing even when they can’t be in the same room with them. The V-Chip gives them that ability. The V-Chip is not a substitute for parents. It’s a tool for parents. It’s nothing more or less than a remote control that lets parents “turn off” programming that they do not want their children to see, even when they can’t be there to turn it off themselves. As a parent, I value the V-Chip as a tool to protect my children from those programs I don’t want them to watch. I hope that other parents will also realize the tremendous potential of this technology and will use the V-Chip to protect their children as well.”

**FCC Commissioner Gloria Tristani
Chair, V-Chip Task Force**



TV RATINGS

To Get More Information...

Call 1-877-2-VCHIP-TV.
The Center for Media Education will send you
A Parent's Guide to the TV Ratings and V-Chip.



The TV Parental Guidelines
Monitoring Board takes com-
ments on the ratings.

Call them at 202-879-9364 or write to them at
P.O. Box 14097, Washington, DC 20004.



V-Chip information can be
obtained from our toll-free
number 1-888-CALL-FCC.

Additional information
about the V-Chip is also
available on the
Internet.

www.fcc.gov/vchip/
www.cemacity.org/gazette/files/vchip.htm
www.tvguidelines.org



Manufacturers can answer questions about the
V-Chip in their specific TV sets.

JVC 800-252-5722
Matsushita (Panasonic) 800-211-PANA
Sanyo Fisher 818-998-7322
Sony Electronics 800-222-7669
Thomson (GE/RCA/ProScan) 317-587-4450
Zenith Electronics 256-774-1515



All Children

This program is designed to be appropriate for all children. Whether animated or live-action, the themes and elements in this program are specifically designed for a very young audience, including children from ages 2-6. This program is not expected to frighten younger children.



Directed to Older Children

This program is designed for children age 7 and above. It may be more appropriate for children who have acquired the developmental skills needed to distinguish between make-believe and reality. Themes and elements in this program may include mild fantasy or comedic violence, or may frighten children under the age of 7. Therefore, parents may wish to consider the suitability of this program for their very young children. Note: For those programs where fantasy violence may be more intense or more combative than other programs in this category, such programs will be designated TV-Y7-FV.

For programs designed for the entire audience the categories are:



General Audience

Most parents would find this program suitable for all ages. Although this rating does not signify a program designed specifically for children, most parents may let younger children watch this program unattended. It contains little or no violence, no strong language and little or no sexual dialogue or situations.



Parental Guidance Suggested

This program contains material that parents may find unsuitable for younger children. Many parents may want to watch it with their younger children. The theme itself may call for parental guidance and/or the program contains one or more of the following: moderate violence (V), some sexual situations (S), infrequent coarse language (L), or some suggestive dialogue (D).



Parents Strongly Cautioned

This program contains some material that many parents would find unsuitable for children under 14 years of age. Parents are strongly urged to exercise greater care in monitoring this program and are cautioned against letting children under the age of 14 watch unattended. This program contains one or more of the following: intense violence (V), intense sexual situations (S), strong coarse language (L), or intensely suggestive dialogue (D).



Mature Audience Only

This program is specifically designed to be viewed by adults and therefore may be unsuitable for children under 17. This program contains one or more of the following: graphic violence (V), explicit sexual activity (S), or crude indecent language (L).

"The V-chip, in combination with the television ratings system, is an excellent additional tool to help parents turn television viewing into a positive and educational experience."

—National PTA President Lois Jean White



"We're pleased the Commission has... approved technical standards for the V-chip. We [are] fully committed to continuing to implement this TV ratings system which was created by the television industry and in consultation with the nation's leading advocates to provide parents and families with specific information about programs so that they can better monitor the television viewing of their children."

—Joint Statement of the
Motion Picture Association of America (MPAA),
National Association of Broadcasters (NAB),
National Cable Television Association (NCTA)
upon the Commission's Adoption of
V-Chip Rules